

Shoptalker

MARCH 1963

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Compressed Air Necessary To Manufacturing

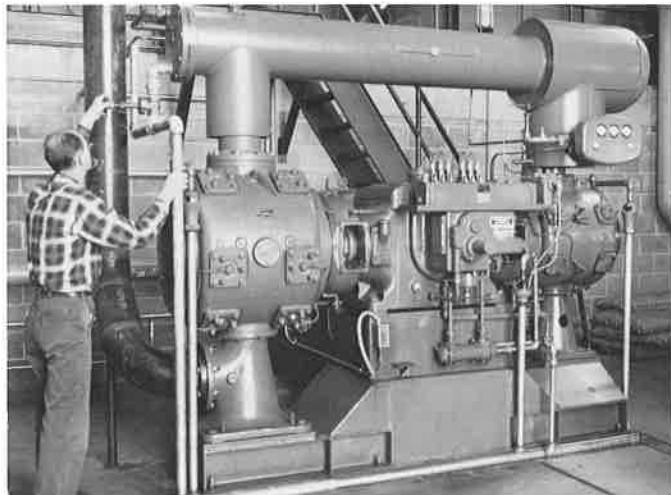
Without compressed air, Arrow Park production would quickly come to a halt.

Approximately 80% of the machines in Arrow Park use compressed air to perform a variety of jobs. A single machine, used for the final assembly of Jotters, for example, has eight operations and seven of them require compressed air. One machine, located in the boiler room (pictured on this page), fills the air needs for all of the machines in Arrow Park.

It produces 900 cubic feet of compressed air per minute using 150 horsepower, about that of a standard automobile. Previously, four separate machines were at work. They used a total of 200 horsepower and produced less than 700 cubic feet per minute. The mammoth unit, required by increased compressed air needs, could fill a sphere 30 feet in diameter to a pressure of 120 pounds per square inch in just one minute. To help visualize this, remember that the average automobile tire is inflated to only 28 pounds per square inch.

Basically, three devices use compressed air at Arrow Park: air cylinders, air motors and blow outs. Air cylinders trip punch presses, perform dipping operations and operate shuttles on machines. Air motors are used in grinders, drills, polishing wheels and chipping hammers. Air blow outs remove stock from dies or fixtures and keep chips from accumulating during drilling or milling operations.

The compressed air that performs all of these jobs is produced in two stages. First, air is squeezed to 60 pounds per square inch. This compression creates heat, so the air must be cooled before the next step—further compression to 125 pounds per square inch. Again, heat is created requiring cooling before the compressed air is ready to travel to the many machines requiring it. A pipeline over 8,100 feet long—much like a miniature oil pipeline—carries the air to machines in all areas of the plant.



Dr. Howard Wilson makes a point during one of his management development conferences. "Temporary classroom" is the second floor conference room of the Court Street offices.

Management Development Course Held Here

Thirty five Parker people are attending management development conferences being held here by Dr. Howard Wilson, former director of Marquette University's advanced management center and now a management consultant to leading firms throughout the nation.

The series of five half-day conferences replaces a five-year old program of sending Parker people to Marquette for day-long Saturday sessions. This new format permits more people to take part in the program.

Dr. Wilson's sessions are devoted to practical management subjects such as: understanding people, behavior and its causes, motivation, changing behavior, preventing resistance to change, getting along with people, and leadership and management. To teach this wide variety of business subject matter, he has a background of eighteen years as a professor of industrial relations, economics, education and psychology.

Subject matter is covered first by organized presentation, including extensive visual aids, followed by group discussions of specific questions, problems and causes. All participants in the sessions receive printed material for further study and future reference.



Shoptalker-in-Sound

On records you will hear these sounds of Parker:

Part one —

- Jules Feldman, Ed Grumich, O. D. Miller and James Wells discussing their roles in our local government.
- The on-the-spot announcement of the results of the 1963 Miss Penette competition.
- Arrow Park employes Robert Duller, Fred Beilharz, Veronica Thompson, Agnes Jackson and Charles Collins commenting on Parker's World's Fair participation.

Part two —

- Philip Hull commenting on the pen business in South America and Parker's position there.

Narration by Roger Axtell.



DISASTER AID HELPS STRICKEN DEALERS

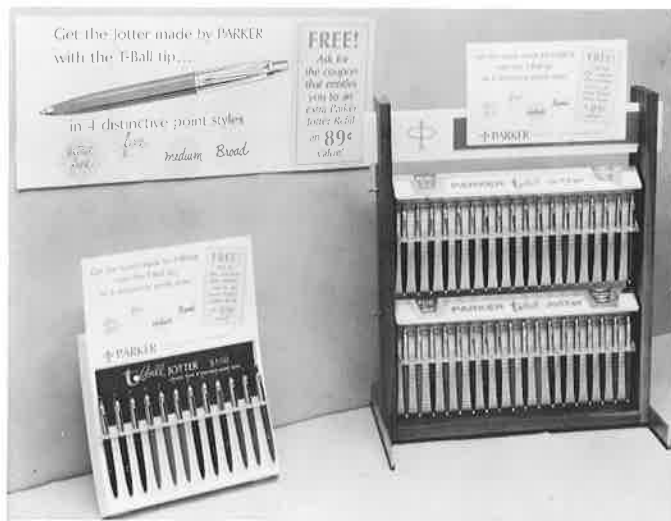
When Hurricane Karen's 240 mile per hour winds struck Guam, Guam Office Supply, local Parker dealer, was one of the area firms literally put out of business by damage to offices, showrooms and stocks of merchandise. Yet Guam Office Supply was back selling, on a limited basis, within three days—thanks to determination on the part of its management and help from Parker's foreign sales division, described by partner C. J. LeMont as "the first with service and assistance".

In this case, the dealer's store received little exterior damage. But the interior was churned up, and things were unbelievably dirty—requiring hours of clean-up work by the staff. The warehouse was a different matter. Stocks were completely destroyed (see picture), so there was little to sell once the store was ready for customers. This situation was remedied by a special discount which enabled the dealer to obtain a reasonable stock of merchandise for a lower investment—which they could more easily bear at a stressing time.

Spring floods in Connecticut one year left many dealers' merchandise embedded in mud and water and almost beyond recognition. Parker's domestic sales division rehabilitated this merchandise without charge so that the dealers involved could quickly get back on their feet.

Neither sales division has a hard and fast policy regarding disasters of this nature. But both make it a point to offer assistance to speed recovery of their sales outlets. This assistance is always tailored to best fit the particular situation. Extended credit is often used as an aid by both sales divisions.

There are solid business reasons for Parker's concern in matters of this nature. It is far easier to help an established firm recover, than it is to find, develop and train a replacing outlet. And the customer goodwill, generated by assistance when it is badly needed, firms loyal ties not easily broken by competitors.



"Four Points" Promotion Pushes Jotters

The latest T-Ball Jotter promotion with a "Four Points" theme, is under way. National advertising is scheduled for early March. Dealers will feature special "Four Points" displays (top photo left) or materials that convert present displays to fit the "Four Points" theme (right).

Consumers will receive a free Jotter refill of any point size or color they choose when they purchase a Jotter during the special event. A customer gets his extra refill by mail when he returns a coupon received with the purchase of the pen.

The purpose of the promotion is to encourage dealers to demonstrate and promote Parker's exclusive selection of four ball pen points and to make the public more aware of this important advantage . . . thus generating additional sales volume.





Marcia Manogue of the final assembly department is Miss Penette of 1963. She is pictured surrounded by her Court of Honor, all runners-up in this year's competition.

From left to right they are: Front row: Polly Johnson, purchasing department; Pamela Morgan, domestic traffic department; Martha Strong, general policy staff. Middle row: Wanda Zastoupil, foreign sales; Miss Penette; Roberta Wooster, general files. Top row: Sharon Jernander, mail desk; Annette Hoehne, technical division; Kathleen Larson, technical division.

Penettes A Parker Tradition Since 1950

In 1950, Parker's increasing publicity effort dictated a need for an attractive young lady to pose for photos with our products. To add a personal, local touch—as well as permit the photography to be handled in Janesville—it was decided that the model for Parker products would be selected from the ranks of Parker employes and titled Miss Penette. Photographs of the first Miss Penette candidates were taken and the winner and her court were personally selected by the late Patricia Stevens, founder of the famed model agency and charm school. Publicity continued to be the major duty for Penettes until 1953 when completion of Arrow Park brought to light a new need for attractive, personable young ladies. Literally thousands of requests for tours of the new plant were received. At first, these tours were handled by Parker

engineers. However, they soon found Arrow Park's popularity demanding on their time, and their advanced technical training often made it difficult for them to interpret complicated manufacturing steps to uninitiated laypeople. Consequently, Miss Penette and her Court of Honor became the official Arrow Park hostesses.

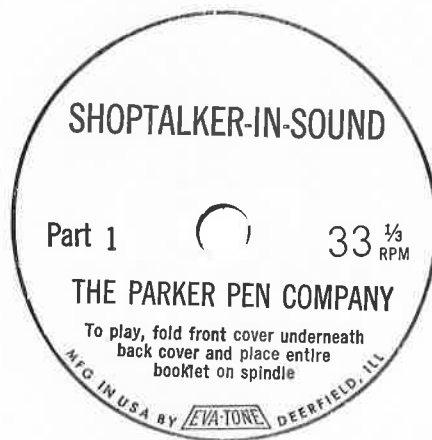
Miss Stevens selected only the first Miss Penette. In subsequent years, the queen and her court were chosen by a panel of judges who graded each candidate according to criteria that has remained unchanged throughout the years. The girls are judged for general appearance, knowledge of the company, conversational ability, figure, posture, walk, poise and photograph.

The Penettes have guided more than 28,000 visitors through Arrow Park during the past decade. This year, the plant tour program for the general public will be renewed and thousands more will visit us. Thus, the importance of the Penettes becomes obvious. To the people visiting Arrow Park, the friendly, smiling, informed Penette guiding them is The Parker Pen Company.





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